

COLLEGIATE DIRECTOR QUICK GUIDE

director of e-communications

All chapter sizes should have a director of e-communications. The director of e-communications reports to the vice president: communications and serves on the joint chapter management team (JCMT). This position is responsible for managing her chapter's external electronic communications.

RESPONSIBILITY

RESOURCES

Chapter Social Media	Communications Handbook ; Social Media Policy ; Social Media Policy FAQ
Communicate Importance of Using Licensed Vendors	Greek Licensing ; Trademarks & Licensing ; Hannah's Closet
DG Branding	Our Brand ; Branding Guidelines ; Brand FAQ ; Brand Elements
Help Implement Chapter Communications Plans	Communications Handbook ; Sample Communications Plan (Event)
Maintain Chapter Website (hosted through OmegaOne)	resources.omegafi.com/omegaone-dg
Newsletters	Communications Handbook ; memberplanet success site
Writing & Terminology	DG Style Guide
Videos, Geofilters, AR Filters	Communications Handbook ; Social Media Policy ; Delta Gamma Vimeo Channel ; Brand Elements

MARK YOUR CALENDAR

- Attend JCMT meetings.
- You will be copied on the vp: communications newsletter every other week. Make sure you read this!
- Your chapter's events ... members need to see you participating!

DIVE DEEPER

- Having trouble defining your chapter's 'brand' on social media? You can't go wrong if every post relates back to the values stated in Article II.
- The director of public relations works with the vp: communications to develop an annual communications and PR plan. Once finalized, it is up to you to help implement it!
- You can submit photos of your chapter to DG's official social media accounts by emailing: photos@deltagamma.org
- Questions? Email the marketing and communications department at Executive Offices (EO) at CommDept@deltagamma.org

LINKS TO BOOKMARK

- 2020-2021 [Collegiate Chapter Resource Guide](#) (Changes Due to COVID-19)
- [Anchorbase](#) (for tasks to submit, adviser contacts, your regional team volunteers, etc.)
- Check out the [Collegiate Chapter Officers Manual \(CCOM\)](#) for details on your responsibilities.
- Uphold the [12 Fraternity Standards](#) in all that you do.
- All [DG Policies](#) listing.